

SHEPPARD MULLIN

SHEPPARD MULLIN BICHTER & HAMPTON LLP

ATTORNEYS AT LAW

48th Floor | 333 South Hope Street | Los Angeles, CA 90071-1448
213-620-1780 office | 213-620-1398 fax | www.sheppardmullin.com**FACSIMILE COVER SHEET****** THIS FACSIMILE TRANSMISSION WILL NOT BE MAILED ****RECEIVED
CENTRAL FAX CENTER

AUG 10 2004

Date: August 10, 2004

File Number: 02CA-108259

OFFICIAL

Total number of pages:
(including 1-page cover sheet)

4

If all pages are not received, please call
Sheppard Mullin at 213-520-1780, ext. 2155**TO:**

U.S. Patent and Trademark Office

Facsimile No.

(703) 872-9306

Telephone No.

From: Brian D. Martin

Direct Dial: 213-617-5415

Re: Transmittal of Information Disclosure Statement

MESSAGE: Please see attached.**Certificate of Transmission under 37 CFR 1.8**I hereby certify that this correspondence is being facsimile transmitted
to the United States Patent and Trademark Office on August 10, 2004
Brian D. Martin, Esquire**Transmittal of Information Disclosure Statement****Information Disclosure Citation**Applicants: Russell Alan Foltz-Smith et al.Title: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON
A WEB PAGE AND RELATED METHODSerial No: 10/797,464Filed: March 10, 2004Examiner: Not yet assignedGroup Art Unit: 2127Our Docket No.: 02CA-108259Date Faxed: 08/10/04Client: Citysearch.comAtty/Sec.: Martin/Kemp

NOTE: THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED, AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, OR THE EMPLOYEE OR AGENT RESPONSIBLE FOR DELIVERING THE MESSAGE TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA THE U.S. POSTAL SERVICE. THANK YOU.

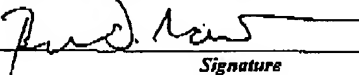
W02-LA:18DM11/0739705.1

PAGE 1/4 * RCVD AT 8/10/2004 12:53:18 PM [Eastern Daylight Time] * SVR:USPTO-EFXXF-1/0 * DNS:8729306 * CSID:213 620 1398 * DURATION (mm-ss):01:46

BEST AVAILABLE COPY

TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT (Under 37 CFR 1.97(b) or 1.97(c))				Docket No. 02CA-108259	
In Re Application Of: Russell Alan Foltz-Smith et al.					
Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.
10/797,464	March 10, 2004	Not yet assigned	30764	2127	4539
Title: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A WEB PAGE AND RELATED METHOD					
Address to: Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450					
37 CFR 1.97(b)					
1. <input checked="" type="checkbox"/> The Information Disclosure Statement submitted herewith is being filed within three months of the filing of a national application other than a continued prosecution application under 37 CFR 1.53(d); within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application; before the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of a request for continued examination under 37 CFR 1.114.					
37 CFR 1.97(c)					
2. <input type="checkbox"/> The Information Disclosure Statement submitted herewith is being filed after the period specified in 37 CFR 1.97(b), provided that the Information Disclosure Statement is filed before the mailing date of a Final Action under 37 CFR 1.113, a Notice of Allowance under 37 CFR 1.311, or an Action that otherwise closes prosecution in the application, and is accompanied by one of:					
<input type="checkbox"/> the statement specified in 37 CFR 1.97(e);					
OR					
<input type="checkbox"/> the fee set forth in 37 CFR 1.17(p).					

P10A/REV03

TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT (Under 37 CFR 1.97(b) or 1.97(c))					Docket No. 02CA-108259	
In Re Application: Russell Alan Foltz-Smith et al.						
Application No.	Filing Date	Examiner	Customer No.	Group Art Unit	Confirmation No.	
10/797,464	March 10, 2004	Not yet assigned	30764	2127	4539	
SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A WEB PAGE AND RELATED METHOD						
Payment of Fee (Only complete if Applicant elects to pay the fee set forth in 37 CFR 1.17(p))						
<input type="checkbox"/> A check in the amount of _____ is attached. <input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. 19-1853 as described below.						
<input type="checkbox"/> Charge the amount of _____ <input type="checkbox"/> Credit any overpayment. <input checked="" type="checkbox"/> Charge any additional fee required.						
Certificate of Transmission by Facsimile*				Certificate of Mailing by First Class Mail		
I certify that this document and authorization to charge deposit account is being facsimile transmitted to the United States Patent and Trademark Office (Fax. No. _____)				I certify that this document and fee is being deposited on _____ with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.		
_____ (Date)				_____ Signature of Person Mailing Correspondence		
_____ Signature				_____ Typed or Printed Name of Person Mailing Certificate		
_____ Typed or Printed Name of Person Signing Certificate						
*This certificate may only be used if paying by deposit account.						
 Signature				Dated: August 10, 2004		
Brian D. Martin, Esquire Registration No. 47,771 Sheppard, Mullin, Richter & Hampton LLP 333 South Hope Street, 48th Floor Los Angeles, California 90071 (213) 620-1780						
cc:						

P10A/REV03

INFORMATION DISCLOSURE CITATION
(Use several sheets if necessary)

Docket Number (Optional)

02CA-108259

Application Number

10/797,464

Applicant(s)

Russell Alan Foltz-Smith et al.

Filing Date

March 10, 2004

Group Art Unit

2127

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
		6,269,361	07/31/01	Davis et al.	707	3	

U.S. PATENT APPLICATION PUBLICATIONS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO

OTHER DOCUMENTS

(Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.